**MARKETING EVENTS REQUEST PROCESS**

**OVERVIEW**

The aim is to roll out a coordinated approach to all marketing and recruitment events, and provide a positive brand experience for prospective VU Polytechnic students.

The Coordinator, Digital and Communications is the events lead at VU Polytechnic and the main point of contact for liaison with the Polytechnic learning areas and VU central services teams. The events lead is responsible (in consultation and partnership with project stakeholders) for:

* determining the purpose of the event/expo
* identifying target audiences
* producing and collating marketing materials and merchandise
* event promotion
* event planning and management, which includes working with VU approved suppliers
* capturing leads via [Enquire Now online form](https://www.vupolytechnic.edu.au/enquire-now) or other defined method
* post-event reporting and communications

**PROCESS**

1. Department to submit their request online: <http://intranet.vu.edu.au/VUPolytechnic/MarketingCollateralForm.asp> or by emailing vupoly.marketing@vu.edu.au.
2. Marketing will set up an initial consultation meeting to discuss potential promotional or planning options and future actions.
3. Marketing and the requestor will work together to complete an approved event brief. Key information captured should include the purpose of the event, key messages, and budget and logistics information.
4. Event brief to be sent to the Manager Marketing or General Manager Industry and Growth for final approval. After receiving written approval, planning for activation can commence.
5. Event planning to commence; the Coordinator, Digital and Communications must ensure event activations are on brand and compliant.
6. The Coordinator, Digital and Communications adds the event activation details to the Victoria University Polytechnic Marketing Register.
7. Event debrief and reporting to be completed by the Coordinator, Digital and Communications in conjunction with the project stakeholders.